

**Open Proposal for
Texas Law Enforcement Agencies**

COMPREHENSIVE

MEDIA SERVICES PACKAGE

video production — commercial photography — social media support

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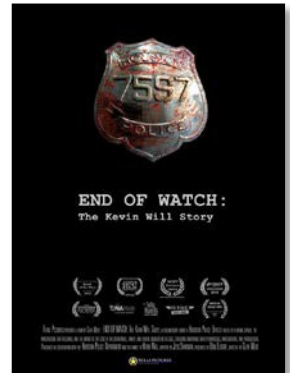
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Our Value to Law Enforcement-related Projects

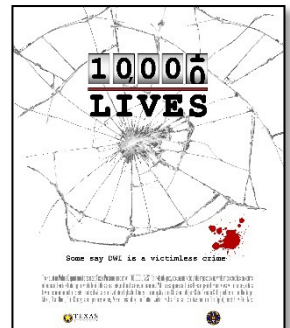


Texas Pictures is ideally suited to create this type of material because we have extensive experience working with law enforcement and have a thorough understanding of the culture, priorities, and community and political concerns agencies must be sensitive to. We do this all the time.

The award-winning Texas Pictures' documentary, *[END OF WATCH: The Kevin Will Story](#)*, about a police officer killed by a drunk driver, produced in 2014, has been accepted to eight film festivals, been nominated for "Best American Documentary" by one festival, nominated for "Best Director of a Documentary" by another festival, has been recognized with several national awards, and has received more than **260,000 views** on YouTube.



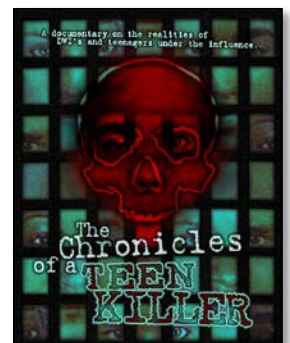
The recently completed Texas Pictures' documentary, *[10,000 LIVES](#)*, which is about the impact of DWI on society, was produced for the Houston Police Department and is currently under consideration for selection at over 11 film festivals and has been recognized with several awards.



The feature-length, award-winning documentary, *[The Last High](#)*, created by Texas Pictures in 2017, explores the dangers of synthetic cannabinoids. This film has been accepted in more than eight film festivals so far and been recognized with several national awards.



The award-winning Texas Pictures documentary *[Chronicles of a Teen Killer](#)*, (created in 2011 for the Houston Police Department) about DWI and teens has been recognized with national awards, is in use at high schools throughout the state as well as recovery and treatment centers, and has received more than **100K views** on YouTube (combined total for the original and censored version).



We have extensive experience working with law enforcement and with local governments, and understand the operational, budgetary, and internal/external political considerations that are critical to the development and success of a project. Samples of law enforcement-related video productions created by Texas Pictures for the Houston Police Department can be seen on our website [here](#).

We work safe. We know how to recognize risks and we don't take chances. Our crews have worked with several law enforcement agencies in the field – from patrol to SWAT operations. We know how to conduct ourselves safely and unobtrusively in potentially dangerous situations.

Package Description



This \$4800 package is deliberately non-specific in terms of types of production. It allows the agency to develop productions and projects based on their specific needs, while eliminating any concerns based on budget restraints since everything is already paid for. Some agencies may need internal training productions or safety videos; some agencies may need community outreach, recruiting or promotional videos for their website or social media. Other agencies may need a combination of internal and external video productions. The package is flexible to accommodate any agency's need. The package includes:

4 video productions

These productions should be about five minutes in length or less, although this is not an absolute requirement. Texas Pictures will work with the agency to develop scripts and/or content specifics to effectively meet the agency's goal for each production. The package includes two full days of shooting video on location, which can be broken down into 4 half days to best accommodate the productions' needs. All necessary editing for the productions is also included, as well as stock footage, graphics, and production music. Sample Texas Pictures productions that fit within the parameters of this package are:

[Belton PD RUOK Program](#)

[Belton PD Why We Serve](#)

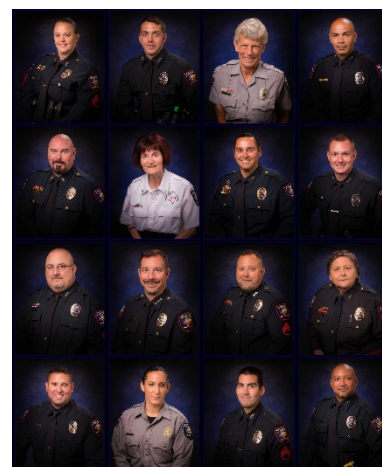
[Join The Belton Chamber](#)

Quarterly video / photo shoots on location

Once each quarter throughout the year term, Texas Pictures will spend a day shooting on location in the Agency's area. This time may be devoted to accumulating general "b-roll" stock footage of the area or the agency or both, or may be devoted to a specific event the agency is sponsoring or participating in. How the day is spent is up to agency. The accumulated footage and photographs would then be used to enhance the productions included in the package and in additional productions, social media posts and other applications as determined by the agency.

Two Department portrait days

Officers need formal portraits in uniform. Texas Pictures will spend two days shooting formal portraits of officers and staff. These two days may be consecutive, or one day near the beginning of the package term and another day some time in the middle of the term. Texas Pictures will setup to shoot these portraits in a conference room or other suitable location at the department's station or other location convenient to officers. Officers can stop by at their convenience for a 5 to 10-minute formal portrait session and then select their poses before leaving. The finished, professionally retouched portraits will then be available in full resolution as digital files from the Texas Pictures website.



Who is Texas Pictures?



Texas Pictures is a message-oriented service provider for corporate and industrial video, commercial photography, internet development, and other commercial media services. We were established in April of 2007, but we have been providing business-to-business and broadcast markets with comprehensive video production, photography, animation, and related services for over 30 years.

We're very well equipped, but anyone can buy gear. What sets us apart is that we work to achieve far more than just making your project look good. We work to make your project communicate the message that is important to you. We aren't just technicians and computer jockeys; we are communicators and storytellers. Sure, we know the technical stuff, but we also know how to use visual media to effectively tell your story and successfully communicate your message.



Our services include:

Concept and content development
Video field production /cinematography
Commercial photography
Video post-production / compositing
Trade show / kiosk design

Technical and creative writing
DVD and Blu-Ray design and authoring
3D modeling and animation
Graphic design
Print and electronic publication design

Clients have sent us all over the world to capture just the right images to tell their story.

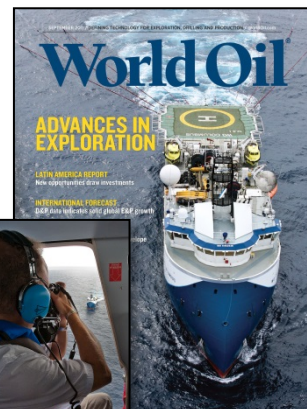


Comments from Clients



"I've known Glen Muse in a professional capacity for more than 15 years. You can always depend on him for highly creative video products even under deadline pressure at a competitive rate."

Pramod Kulkarni
Editor-in-Chief, World Oil



"Glen has done a great deal of excellent work for us at Foster Marketing. An engaging, creative, film, video and still photography professional who understands the needs of both the agency and the client. Easy to collaborate with and attentive to detail when it really counts. Would never hesitate to use or recommend Glen on any project."

Bob Lytle
Account Supervisor, Foster Marketing



"Glen Muse at Texas Pictures is our go-to guy for all things video and he's never let us down. We use Glen for varied projects, for both offline and online applications. He is exceptionally good in using interviews to create compelling stories. His editing is simply exquisite, never obscuring the message or calling attention to itself (unlike the heavy-handed, effects-cluttered productions others favor). He understands our audience and our expectations -- and his work is outstanding."

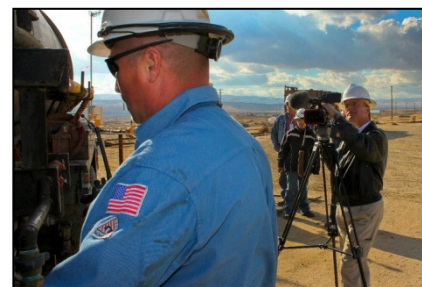
Greg Salerno
Director of Marketing, Hart Energy

"Glen is a true pro dedicated to the art and science of his craft. From industrial to documentary style productions the message flows in compelling sounds and images that move viewers to action."

Jim Proctor
CMO and Partner, Convergent1 NextGen Marketing

"Glen is always very professional and personable... Glen should be in the oilfield because he arrives ready to shoot, brings backup equipment and has a good understanding of how to steer clear of the safety issues common to drilling rigs. Glen was able to capture some great photos that were used in corporate documents that were posted to the website for internal and external use. When I need the services of a true photography professional I will call on Glen to do the job."

Greg Nutter
Vice President, Operations and QHSE, AccessESP





"Glen and his company provide a superb resource for anyone wanting to put together a first-rate video project from beginning to end. He's able add value to projects through great creativity, technical know-how, innovative approaches to shooting, editing and producing corporate videos and more. He and his staff are able to do just anything you would ever need in video production, and every service he provides is designed to provide the client with maximum value. I highly recommend Glen and Texas Pictures and always look forward to working with him every I get."

Eric Johnson

Vice President, Gas Management Solutions, ESI – An Emerson Company

"Glen and I worked together on a challenging project to develop a video to introduce a new technology. During the process I was impressed by Glen's creativity and flexibility. The project was complex including shoots in 5 countries, interviews, multiple animations, and narratives in 5 languages. Glen managed the process well resulting in a highly effective professional production."

Will Grace

Product Champion, Schlumberger

"Glen and Texas Pictures have come through for me on numerous occasions to create new programs and to bring existing material to a higher level. Glen is service-oriented and can be counted on to deliver desired results within budget."

Ron Bitto

Director of Employee Communications, Baker Hughes



"I have used Glen on several projects from 2000 to present. Each production is keenly focused on creating high quality work to deliver the message of the video projects. Creativity and mindfulness of the budget are other factors that contribute to my satisfaction with Glen's work."

Scott McFarlane

Manager, Corporate Identity & Design, Noble Corporation

"I want to personally recommend Texas Pictures to others because of my satisfaction with the quality of his video productions and customer service skills. We've given him several "unrealistic deadlines," and he's come through every time. I look forward to doing business with Glen for years to come."

Bill Mallin

Director of Marketing Communications, Baker Hughes

PARTIAL CLIENT LIST

Shell

Ogilvy & Mather

Houston Police Department

Baker Hughes

BP

Hewlett Packard

HART Energy

FMC

Schlumberger

World Oil/Gulf Publishing

City of Houston Mayor's Office

Tenaris

NOV

Sherry Matthews Marketing

Halliburton

WesternGeco

TX Dept. of Transportation

Fox News

Federal Highway Administration

OneSubsea

MADD

The Texas Pictures Team



We use the most advanced technology, but the innovative solutions that we provide our clients are only possible because we are a talented team of skilled professionals. Our extensive experience and creative insight keep Texas Pictures on the cutting edge, and help to shape the everyday into the extraordinary.

Glen Muse, Producer / Writer / Director

Glen Muse is an accomplished professional video producer, award-winning documentary filmmaker, and a nationally published commercial photographer with over 27 years of experience creating visual media for corporate and industrial markets. Glen's message-oriented approach to video production comes from his training and background in journalism. His in-depth understanding of corporate culture and corporate considerations comes from his 14 years of experience managing the video production department for a major oilfield service company.



Glen's experience includes video productions for major clients such as Shell, HP, Halliburton, The City of Houston, BP, Schlumberger, NOV, Baker Hughes and many others. His broadcast experience includes contributions to productions for PBS, The Discovery Channel, The History Channel as well as local news media. Glen's experience shooting on location ranges from minefields in the Kuwaiti desert to more than 250 miles north of the Arctic Circle on the frozen Beaufort Sea. He holds a B.A. in Journalism, has additional training in Commercial Photography from the Art Institute of Houston, and certifications for Offshore Water Survival (HUET), H2S Survival and other field related certification and training.



Kambiz Koushan, Producer / Director

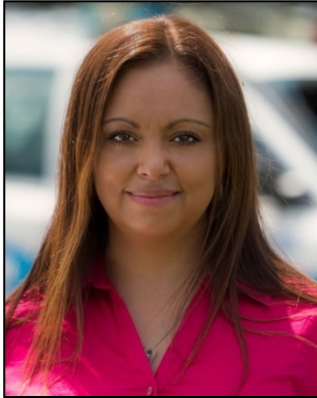
Kam has over 25 years of experience in film and video production and has an extensive background as a director of photography in broadcast projects, commercials, music videos, short films and IMAX productions. His work on documentaries has taken him to some of the most remote and fantastic places on earth and introduced him to many different cultures. He holds a Bachelor's degree in Radio & Television Productions from San Francisco State University and certifications for Offshore Water Survival (HUET) and other field related certification and training.

Jess Sharman, Producer / Scriptwriter / Editor

Jessie is an experienced technical and marketing writer with extensive experience creating in British and American English. Her complementary skills include editing for readability, turning technical content into user-friendly materials, and creating templates and formatting documents in Word. She is also well-versed in blogging and research, and has experience writing online content for SEO and other purposes.

**Chris Sisney, Producer / Editor / 3D Animator**

Chris has extensive production experience including broadcast news, so he knows inflexible deadlines. He is also an experienced instructor of design and layout, so he knows the value of visual flow and how to communicate that value to others. His talents cover a wide range of video post-production skills, including 3D animation and motion graphics. Chris also knows field production and is an experienced camera operator. Chris holds an MA in Media Design and a BA in Visual Communication.

**Rachel Briones, Producer / Director / Editor**

Rachel is a native Houstonian that has a unique passion for motion pictures. She has a BA in Digital Filmmaking and Video Production from the Art Institute of Houston in which her practices explore various artistic concepts from producing, editing, and directing. She also completed studies in TV & Radio Broadcasting from the Connecticut School of Broadcasting. Her creative mind has contributed to many corporate videos, TV commercials, documentaries and short films.

Paula Miller, Producer / Project Manager / Commercial Photographer

Paula's background in education gives her a unique ability to understand audiences and recognize effective ways to communicate a client's message. She has diverse field experience in critical roles in the production of broadcast commercials, training video, conference presentations and documentaries, and is also an experienced event and portrait photographer. Her skillset and practical experience makes her a valuable contributor to any project.

Adam White, Producer / Animator / Director

Adam has over 8 years of experience in 3-D animation. His experience ranges from title sequences and oil rigs for corporate and industrial clients to complicated visual effects sequences for short films. He has also written and directed several award-winning short films, both at the local and national level. The combination of these experiences has given him the storytelling ability to translate general concepts into a clear and efficient visual message. He holds a Bachelor's degree in Media Production from the University of Houston.

A unique element of this team is that every member of our team has experience producing projects turnkey. Every team member is a professional storyteller, a communicator, and every member knows the message is what truly matters. We also have a vast array of talented and experienced contract professionals to call upon whenever needed.

Bid Evaluation Guidelines



Evaluating competitive proposals can be a challenging process, especially if you're unfamiliar with the potential complexities of media production, or are unfamiliar with the vendors. We have prepared these simple guidelines to help you make a more informed decision.

1. **Ask if the proposal allows for revisions, and how extensive revisions can be before additional charges apply.** Some production companies make unrealistically low bids to win the project, and then charge inflated fees each time the client makes even a minor change. The final cost can turn out to be much higher than even the highest of the original competing bids. Changes and revisions are a necessary and important part of the creative process, they always happen, so be sure you have some room to accommodate adjustments.
2. **Ask what you own when the project is finished.** Paying a vendor to create a custom project for your company doesn't *necessarily* mean that you own what they create. Some vendors consider the material they create for you to be their property even though you paid them to create it. When you need to revise or update your project, they may actually charge you for access to the material you already paid for, or they may require that you hire them to make the changes. At Texas Pictures everything we create for the client's project becomes the client's property.
3. **Beware of the "offline" edit.** An *offline* edit is a type of rough edit that was common in the old days of linear, tape-based editing as a way to minimize time required in the more expensive "online" edit suite. However, computers have made the offline edit and online edit suites completely unnecessary. Any company that claims an offline edit is necessary could be trying to exploit your ignorance and pad your bill. It is possible that the vendor has redefined the term "offline edit" to mean something unique to their work flow, but if the term shows up in your bid you should definitely consider it a flag worth investigating further.
4. **Ask what type of additional charges could apply.** Bids should be comprehensive, but sometimes they lack specific details. Some vendors charge separately for every piece of equipment used on a video shoot or edit session, or every graphics application used during programming. This isn't necessarily an underhanded way to increase your bill. Some vendors use this practice as a way to track the revenue generated by each piece of equipment and software they invest in. Find out if additional charges like this are possible. If the vendor suggests some improvement over the original plan, ask if it will add to the cost.
5. **Ask about the people who will actually be creating your project.** What kind of experience and training do they have? How long have they been in the business? Will they understand the goals and objectives of your project or are they just technicians and button-clickers? An attractive bid doesn't mean much if the quality or effectiveness of the work is questionable.

Many reputable vendors don't play games with their billing practices. However, if the vendor is new to you, make sure you feel confident about their answers to these key questions.

At Texas Pictures, you will find no surprises on your final invoice, even when a project undergoes significant revisions during production. Revisions are so common within this industry that we consider them a standard part of the production process. If a project does require a level of change that necessitates additional charges, we will let you know well in advance, and can often propose alternatives that will not cost extra.

When you work with Texas Pictures, everything we create for you is your property. We hold no material hostage. Our clients return to us because they choose to, not because they have to.

Standard Terms



Payment

This year-long project requires a payment of at least 50% (\$2500) at the beginning of the year term. The remaining 50% is due six months after the term begins.

Any expenses not included in this proposal (with advance approval of the client), will be billed separately at a rate of cost + 20%. Location overtime (beyond a 9-hour day, portal to portal) will be billed separately at \$150 per person per hour.

If Texas Pictures has made reasonable good-faith efforts to complete project within the projected period but is unable to do so due to outstanding or unfulfilled client responsibilities, the final balance will be due no later than 90 days after delivery. This proposal includes reasonable project revisions; however, excessive revisions or additional work requirements outside of the original scope may incur additional charges which will be approved by the client in advance.

Cancellation

The Client may cancel this project at any time and will be obligated to pay only for services performed by Texas Pictures and related production expenses incurred by Texas Pictures prior to the cancellation date. If the balance already paid exceeds the services performed, Texas Pictures will refund the difference within 30 days of cancellation.

Ownership

This project and everything created for this project will be the property of the client upon payment of the final invoice. The client will own all rights to the program and to all original material created for the program. The client agrees to allow Texas Pictures to use the finished program or parts thereof for Texas Pictures promotional purposes.

Archives

Raw material created and/or assembled by Texas Pictures during the completion of this project will be archived by Texas Pictures and available to the client on request. Texas Pictures takes great care to protect the client's property by storing all information on top-rated hard drives and other recordable media known for dependability. However, Texas Pictures does not and cannot guarantee the performance, lifespan or security of the media we use to store client material.

Authorization

The client authorizes Texas Pictures to begin on the project as outlined above and agrees to the terms and conditions of this contract. The undersigned client representative has full capacity and authorization to enter into this agreement on behalf of the client.

TEXAS PICTURES

CLIENT

Signature

Signature

Print name/title

Print name/title

Date

Date

This proposal has been specifically prepared for limited distribution. This document contains information that Texas Pictures considers **confidential and proprietary**. The distribution of this document should be limited to persons, either actively involved in the evaluation and selection of Texas Pictures, Inc. as the firm to conduct this project or those that will be involved with the project. This Project Proposal is good for (30) days from date of receipt, unless signed and accepted by both parties. During the course of project production, overages may occur and will be approved by the client before action on a per case basis.